



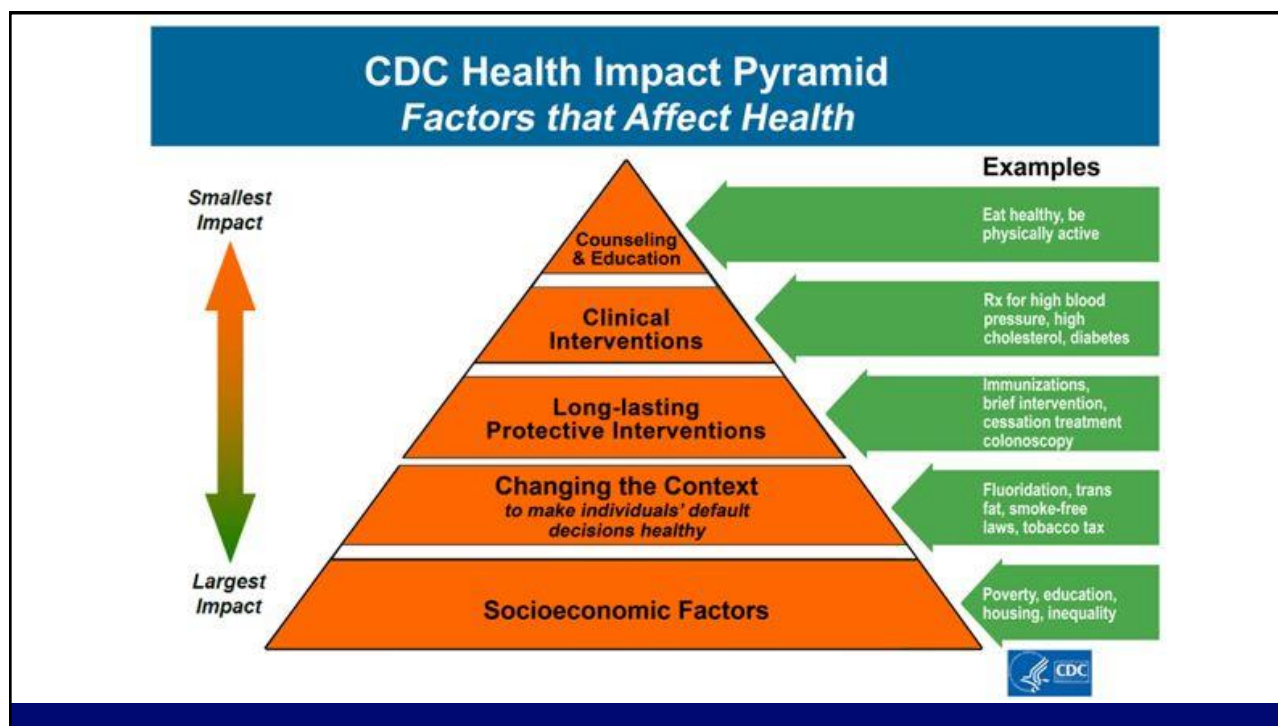
NORFOLK COMMUNITY HEALTH IMPROVEMENT PLAN

Chronic Disease Prevention

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toXcel

Scientific Excellence to Serve Others



PUBLIC HEALTH APPROACHES

- Policy Level: Health in All Policies and Addressing Social Determinants
- Community Level
- Schools
- Health Care System
- Worksite Wellness Programs
- Faith-Based Organizations



POLICY LEVEL: HEALTH IN ALL POLICIES (HIAP)

What is it? A collaborative approach that integrates and articulates health considerations into policymaking across sectors to improve the health of all communities and people. HiAP recognizes that health is created by a multitude of factors beyond healthcare and, in many cases, beyond the scope of traditional public health activities. Examples include:

- **City, county and school partnership: City of Richmond, CA** developing strategy document to support “health in all policies” approach. Developed goals, objectives and assigned responsibility for implementation and monitoring
- **Washington DC** created the Sustainable DC Plan and includes principles that establish sustainability as a priority in the operations of District government agencies, which includes coordination across agencies to embed practices to improve public health. An Executive Order created a Health in All Policies Task Force, which is tasked with developing recommendations to advance health equity among District residents and strengthen the vitality of all communities.

ADDRESSING SOCIAL DETERMINANTS: EDUCATION

- Child Parent Centers: Provide preschool education and comprehensive support to low-income families (small classes, student meals, home visits, referrals for social services)
- Mentoring programs: Programs connecting at-risk students with trusted adult
- Social and emotional learning: Supporting children and youth to recognize and manage emotions to set goals, appreciate others perspectives, maintain relationships
- Career Academies: Establish small learning communities in HS focused on fields such as health care, finance, technology, communications or public service)
- Dropout prevention programs: Provide services such as remedial education, vocational education, case management, and life skills to help students complete high school
- Targeted truancy interventions: Targeting chronically truant students with resources to improve self-esteem, social skills, familial and school-related factors



IN THE COMMUNITY: PHYSICAL ACTIVITY

- Maintain a network of walking and cycling routes (e.g., institute a sidewalk program to fill gaps in the sidewalk, connected cycling lanes)
- Develop trail networks that link places in the community
- Improve access to parks through shared-use paths and trails, or open spaces within reasonable walking distance of most homes.
- Provide access to public recreation facilities (e.g., parks, play areas, community and wellness centers) for people of all abilities across all parts of the city
- Develop street traffic calming measures (e.g., road narrowing, central islands, roundabouts, speed bumps) to make areas (e.g., neighborhoods, major intersections) where people are or could be physically active (e.g., walk, bike) safer
- Adopt strategies (e.g., neighborhood crime watch, lights) to enhance personal safety in areas (e.g., playgrounds, parks, bike lanes, walking paths, neighborhoods) where people are or could be physically active (e.g., walk, bike)



IN THE COMMUNITY: NUTRITION

- Adopt strategies to recruit supermarkets and large grocery stores in underserved areas (e.g., provide financial incentives, lower operating costs, provide job training services)
- Adopt strategies to encourage food retailers (e.g., grocery, corner or convenience stores; bodegas) to provide healthy food and beverage options (e.g., fresh produce) in underserved areas
- Promote (e.g., signage, product placement, pricing strategies) the purchase of fruits and vegetables at local restaurants and food venues
- Encourage community gardens
- Provide access to farmers' markets, can also include accepting SNAP at local markets
- Provide comfortable, private spaces for women to nurse or pump in public places (e.g., government buildings, restaurants, retail establishments) to support and encourage residents' ability to breastfeed

IN THE COMMUNITY: TOBACCO

- Increase the price of tobacco products and generate revenue with a portion of the revenue earmarked for tobacco control efforts (e.g., taxes)
- Ban or restrict tobacco advertisement (e.g., restrict point-of-purchase advertising or product placement)
- Institute tobacco and smoke free policies in public places
- Provide access to a referral system for tobacco cessation resources and services, such as a quitline (e.g., 1-800-QUIT-NOW)



COMMUNITY EXAMPLES

- Nine community and school gardens and five farmers' markets were established in the **Grand Rapids, Michigan**, low-income areas to increase access to fruits and vegetables.
- Visitors to any of the 556 parks located in **Chicago, Illinois**, have access to vending machines that contain 100% healthy food items.
- Improvements to the citywide trail systems and bike paths in **Itasca County, Minnesota**, increased access to physical activity for 45,058 residents through a statewide Complete Streets strategy.
- Two walking and biking paths were connected with downtown and northeast Wichita and 130 new bike racks were added throughout the city, including the city buses for 382,368 residents in **Wichita, Kansas**.
- Approximately 36,648 residents in **Longview, Washington**, are protected from secondhand smoke in 11 of the city's 17 parks, with the other 6 having designated tobacco-use areas.

IN THE SCHOOLS

- Healthier school lunches
- Healthy breakfasts provided to all students in schools with large proportion of low-income students
- Physical activity more regularly incorporated through classroom activities, more frequent PE, walk to school programs
- Afterschool programs having healthy snacks, activity components, offering only water
- Policies that prohibit recess being used as punishment
- Healthy vending policies



COMMUNITY EXAMPLES

- Approximately 47,000 students in **Portland, Oregon**, are required to engage in 60 minutes of daily physical activity and have unlimited access to fruits and vegetables during lunch.
- YMCA after-school programs in **Pittsburgh, Pennsylvania**, improved access to fresh fruits and vegetables to under-resourced communities
- Lockland School District and Princeton City Schools located in **Hamilton County, Ohio**, implemented Competitive Foods Guidelines, which provides healthier foods in the a la carte line and vending machines to more than 6,100 students.



HEALTH CARE SYSTEM



- Effective venue for providing screening and follow-up services that help to control chronic diseases. Also *ideal venue for patient education*
- Interventions can look very different – 5-60 minutes, one or multiple sessions. Effectiveness shown even for a brief intervention of 30 seconds with a teachable moment.
- Examples:
 - When taking a blood pressure reading, sharing information about causes of high blood pressure and talking about exercise and proper diet as ways to reduce blood pressure.
 - When treating an infant with a respiratory infection, talking to the mother who smokes to find out if she knows about passive smoking and recommending ways to reduce child's exposure to smoking or asking if she's thinking of quitting.
 - When taking a medical history or conducting a routine physical examination, mentioning that just 150 minutes of brisk walking per week can reduce risk of obesity and other chronic diseases.



AT THE WORKSITE: WELLNESS PROGRAMS

- Must have multiple components and be comprehensive
- Be open to all employees, even better if open to family members
- Provide systematic health assessments
- Tailored health promotion activities to the needs of the employees and their families
- Implement and sustain environmental and policy changes that support healthy behaviors (flexible schedules, refrigerators, not having smoking rooms)

Community Examples:

Approximately 136,726 employees in **Stark County, Ohio**, have access to inside and outside mapped walking routes at more than 70 workplaces to encourage physical activity.

More than 6,300 people working or visiting facilities in **Salinas-Monterey County, California**, have healthy food options in the vending machines.



FAITH-BASED ORGANIZATIONS

- Faith groups play a pivotal role in supporting health promotion programs in areas such as:
 - General health education
 - Screening for and management of high blood pressure and diabetes
 - Weight loss
 - Smoking Cessation
 - Mental Health Care
- Particularly true in African American Churches

Community Example:

Faith-based organizations in the African American community of **Hillsborough County, Florida**, worked together to increase breastfeeding by developing private rooms for nursing or pumping in addition to initiating a wellness policy with breastfeeding education and congregational support.

COMMUNITY EXAMPLE: ALEXANDRIA, VA

ALEXANDRIA, VA

- 2009 ACHIEVE CDC Grant
- Coalition of over 90 community partners
- Vision: To engage the entire, diverse Alexandria community in collaborative efforts to promote healthier environments with access to healthy foods and recreation for all.
- Mission: We strive to make the healthy choice the easy choice.



KEY AREAS OF FOCUS

- Breastfeeding Support & Promotion
- Preschool Health Network: Color Me Healthy Active Play!
- Access to Play
- Access to healthy foods:
Farmers markets, community gardens,
vending, and broader food distribution
issues



BREASTFEEDING PROMOTION

- Ordinance change to ensure the right to breastfeed in public
- Resolution that directed City Manager to identify breastfeeding pump space within all departments. Implementation through HR.
- Encouraged businesses to adopt breastfeeding friendly policies
- Supported hospital in Breastfeeding Friendly policies



EXPANSION OF ACCESS TO PLAY AREAS

- Supported Complete Streets Resolution
- Community-wide playground assessment
- Playground Spruce Up Grants
- Partnership with Parks and Recreation to maximize Spruce Up grant funding
- Supported KaBOOM! Playground built on public housing property
- Partnered with Planning, Transportation, and Parks and Rec to develop Playspace Policy that ensured play considerations were included in development review processes



PRESCHOOL HEALTH NETWORK

Committee of preschool directors and early childcare specialists identified key programs to pilot and implement two programs:

Color Me Healthy & Active Play!

- 18 preschools
- 120 family day providers
- Parent playgroups

INCREASING ACCESS TO FRUITS AND VEGETABLES

- MOU with public housing authority to establish 20 garden plots for public housing residents/children's garden
- Mini-grants for faith, low-income housing, and service providing orgs to establish community gardens
- Gardening management workshops



ESTABLISHED SNAP AT FARMERS MARKETS

Starting May 1st!

Get More for Your Dollar!

**DOUBLE YOUR SNAP/EBT
AT THE 4 MILE RUN FARMERS MARKET!**



**Four Mile Run
FARMERS ARTISANS
MARKET**

Fresh food for everyone! Come join us!

Location: 4109 Mt Vernon Ave, Alexandria
(in the Arlandria neighborhood)

When: Sundays, 8am - 1pm; April - October
Bonus Dollars start May 1st!

Contact: Travis at 215-514-4144
4mrm@arlandria.org

It's Easy! Here's How:

- Stop by the information tent
- Swipe your SNAP/EBT card
- Receive Market "Dollars" and BONUS "Dollars"
- Use Market & BONUS "Dollars" at the farm stand you choose.

*Your "Bonus Dollars" must be used on the same day you use your SNAP/EBT

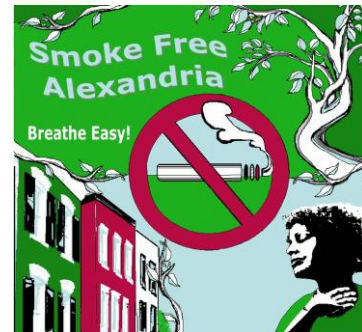
**BUY FRESH
BUY LOCAL** SNAP

www.4mrmmarket.org

- Worked with market directors in primarily Latino neighborhood to pilot SNAP program at farmers market
- Partnered with local hospital to sponsor Double Dollar program
- Expanded pilot to Alexandria's largest farmers market with more than 100 vendors

ALEXANDRIA COALITION FOR CLEAN AND SMOKE FREE AIR

Mission: To prevent death and disease within the Alexandria community caused by tobacco use and involuntary exposure to secondhand smoke and unhealthy indoor air contaminants.



SMOKE FREE POLICIES

- Passed City resolution adopting smoke-free parks, playgrounds and bus stops and collaborated with Parks and Recreation Department and Transportation Services to post "No Smoking" signs with cessation line information
- Increased Alexandria cigarette tax
- Encouraged the adoption of clean and smoke-free air policies in multi-dwelling housing, including public housing, apartments and/or condominiums



RESOURCES

- <http://whatworksforhealth.wisc.edu/>
- <http://archived.naccho.org/topics/environmental/HiAP/>
- <http://www.nacddarchive.org/nacdd-initiatives/achieve-1/tools/cdc-healthy-communities-program-1>
- <https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/tools/change/pdf/changeactionguide.pdf>
- <https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/evaluation-innovation/successes.htm>
- Chronic Disease Epidemiology, Prevention and Control. 4th Edition. Edited by Patrick L Remington, Ross C Brownson, and Mark V Wegner. APHA 2016.